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## SUBJECT GROUP 5700-5799 EXTERNAL AND INTERNAL RELATIONS

## SUBGROUP 5720 - EXTERNAL PUBLIC AFFAIRS

5720.1 General

a. Concept. CINCLANTFLTINST 5400.2 series delegates regional/local area coordination to COMNAVREG MIDLANT for the states of Virginia (less the counties of Arlington, Fairfax, Fauquier, Loudoun, Prince William and Stafford) and North Carolina. Area coordinator roles and responsibilities involving fleet support, shore activities and personnel in the naval service are defined in SECNAVINST 5400.14 series and OPNAVINST 5400.24 series.

b. Public Affairs Responsibilities Under the Concept. SECNAVINST 5720.44 series (Public Affairs Regulations) defines area coordinator public affairs responsibilities delegated to regional/local area coordinators as "to coordinate public affairs matters within respective region of authority which are beyond immediate command responsibility and may impact on other commands or the resolution of other regional issues." It also involves planning for Navy issues in the region and acting as the point of entry for the local communities.

c. Regional public affairs organizational relationships

CINCLANTFLT Public Affairs

TYCOM Public Affairs

COMNAVREG MIDLANT Public Affairs

NAVSTA Norfolk; NAS Oceana; NAVPHIBASE Little Creek; WPNSTA Yorktown; PWC Norfolk; LANTFLT HEDSUPACT; MARFORLANT; NAVMEDCEN Portsmouth; NAVDENCEN MIDLANT; NAVSECGRUACT Northwest; NAVSHIPYD Norfolk; and additional duty commands

5720.2 Accidents and Incidents. To provide a central point of contact for the public and local communities involving public affairs assessments of disasters, accidents, incidents and other emergent situations involving naval personnel or units.

5720.3 Media Relations. To provide a coordinated effort among regional commands involving information collection, analysis, release approval and dissemination of information when responding to public inquiries. When events of media interest extend beyond the scope of immediate command responsibility into other regional commands and the issue is clearly of regional interest, COMNAVREG MIDLANT Public Affairs becomes the central point of contact for coordinating a response.

5720.4 Community Relations. Coordinate special community relations events to ensure the Navy is speaking through one voice and to make

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the most effective use of resources. Some examples of these include community dedications involving Navy participation in events such as Fleet Week Hampton Roads, Harborfest, the International Azalea Festival (honoring NATO and local military) and other regional events.

5720.5 COMNAVREG MIDLANT Official Newspaper. Sets forth information regarding the civilian enterprise (CE) regional Navy newspaper and establishes contact points for placing articles in the paper and for receiving the Navy newspaper through distribution routes. It also sets forth guidelines for area installation newspapers, base guides and other CE publications.

a. The purpose of the regional newspaper is to provide a free flow of news and information to all military personnel and their families, retirees and civil service employees in the Hampton Roads area without censorship or news management while furnishing military commands with a means of meeting command internal information objectives.

b. A commercial company, with a circulation of 40,000 throughout the COMNAVREG MIDLANT regional area of coordination publishes the regional newspaper weekly, on Thursdays. Public affairs specialists and Navy journalists throughout the area provide news and editorial content. Editors at COMNAVREG MIDLANT, under the direction of the Public Affairs Officer, edit and lay out the newspaper.

c. The editorial offices are located at Building A, 6506 Hampton Blvd, Norfolk, VA. Information regarding deadlines, submissions, distribution and classified advertising can be obtained by calling Monday through Friday from 0700-1600. Articles from all Navy commands are solicited and can be mailed to The Flagship, COMNAVREG MIDLANT PAO, 6506 Hampton Blvd., Norfolk, VA 23508-1273, or faxed.

d. Officers in command of area installations may establish and maintain an installation newspaper if the installation has obtained permission in writing to publish from the area coordinator (COMNAVREG MIDLANT) or the type commander (for ship newspapers). Marine Corps commands will obtain permission to publish in accordance with the Marine Corps Public Affairs Manual. Efficient use will be made of funds, supplies and personnel in producing and distributing the newspaper. Therefore, CE newspapers are preferred to funded newspapers whenever feasible as a cost-saving effort. Military newspapers will be bid, published and produced in accordance with SECNAVINST 5720.44 series.

5720.6 Ships Guide to General Visitation. CINCLANTFLT directs a year-round program of in port public ship visiting known as "Operation Homeport". NAVSTA Norfolk coordinates the visits, when not in a Threatcon, in conjunction with public tours of NAVSTA Norfolk. Visiting U.S. Navy ships has proven to be an effective method of introducing the general public to the Navy's mission and its way of

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life. Guests receive a first-hand look at shipboard life and have the opportunity to talk with Navy personnel.

a. Ships are open on Saturdays and Sundays between the hours of 1300 and 1630, to allow for tours already in progress to be completed by 1700 at both NAVSTA Norfolk and NAVPHIBASE Little Creek. COMNAVREG MIDLANT Public Affairs Office is the primary agent for coordination of the program. COMNAVSURFLANT provides the names of ships for general visiting. Names and locations of ships should be provided to Naval Tour and Information Center by Friday morning of the preceding week.

b. Naval Tour and Information Center originates and releases the message which announces the ships that will be open for visiting, sends out the public service announcements and monitors public participation/numbers to host ships for NAVSTA Norfolk and NAVPHIBASE Little Creek. A weekly-recorded message is available through INFOLINE.

c. On special occasions, or when scheduling permits, other Type Commanders make units available for participation in the visit program. Between April and October, two ships will be available for visiting, and between the months of November and March one ship will be available for visiting. One ship is available for visiting at NAVPHIBASE Little Creek, year-round.

(1) Guidelines for visit ships are:

(a) Escorts should be in the uniform of the day, be personable and neat in appearance.

(b) Escorts will greet visitors immediately upon arrival. They should introduce themselves, present each visitor with a brochure describing the ship and inform them of the length of the tour and areas to be seen. They should encourage visitors to ask questions at any time during the tour.

(c) Visiting groups should be limited to not more than 12 people per escort.

(d) Ships should be prepared to accommodate larger, organized groups, which will normally be scheduled in advance and will require additional preparations. Approximately 30-45 minutes aboard is considered adequate. Length will vary according to type of ship, weather, and other conditions, but should not be prolonged so that visitors become weary or disinterested. Safety considerations during any tour are paramount.

5720.7 Hampton Roads Naval Museum. The Chief of Naval Operations on 1 March 1978 officially sanctioned the museum as a Navy museum. The purpose of the Hampton Roads Naval Museum is to educate, inform, and enlighten visitors in the historical heritage, technological

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developments and rich traditions of the United States Navy. The scope of the exhibits program incorporates the naval history of Hampton Roads from the American Revolutionary War to the Atlantic Fleet's present day participation in NATO. The research scope involves the naval history of the Sewells Point region. The museum's historical collections consist of:

a. Original U.S. Navy artifacts such as ship memorabilia, uniforms, weaponry, oil paintings, watercolors, fine prints, underwater artifacts and a superb ship model collection. Ex - USS WISCONSIN will become an artifact of the Hampton Roads Naval Museum in late 2000.

(1) A specialized naval history library that contains primary as well as secondary source material.

(2) A photographic and paper archive that includes unbound printed material, manuscripts, maps, postcards, ship plans, blueprints, original still shots, films, microfilm and microfiche. CD-ROM is used for storage of images.

b. The Hampton Roads Naval Museum is located at the Norfolk waterfront's National Maritime Center, Nauticus, which opened in Spring 1994. The museum will retain its status as a Department of the Navy facility, however, it will be the only naval museum located off-base in the community. Admission to the museum is free.

5720.8 Guest of the Navy Program. This program operates on a quarterly basis and is outlined in SECNAVINST 5720.44 series and in COMNAVREGMIDLANTINST 5723.3 series. The program involves inviting prominent community members to embark on board Navy ships for brief at-sea periods. Invited guests must assume costs involved concerning their participation and transportation.

a. CINCLANTFLT allocates billets to COMNAVREG MIDLANT.

b. COMNAVSURFLANT nominates ships to participate in the Guest of the Navy program. COMNAVREG MIDLANT Public Affairs Office makes necessary arrangements to ensure guest participation, prepares letters of invitation and submits required reports.

c. CINCLANTFLT maintains overall responsibility for conduct of the Guest of the Navy program.

5720.9 Navy/Marine Corps Speakers Program. As outlined in COMNAVREGMIDLANTINST 5720.23 series, the Commander maintains a Navy Speakers' Bureau which provides Navy speakers as a means of acquainting civic clubs, schools and similar organizations of the many facets of today's Navy. Individuals from fleet units wishing to participate in this Navy speaking program may call (757) 322-2853.

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5720.10 Photographic Support. COMNAVREG MIDLANT Public Affairs Office does not have a photographer to support area command reenlistments, awards ceremonies, change of command ceremonies, or similar official events. Visual Information Support Center (VISUPCEN), Building V-64, NAVSTA Norfolk, exists solely for this purpose and is the only command in the area that dispatches Navy photographers to events of this scope. Four weeks prior to the event commands must complete a standard audiovisual request (OPNAV Form 5290/1) at VISUPCEN. Commands must also provide transportation for the photographer, to-and-from the site of the event, on the day of the event. Commands that cover their own official events with 35mm film may have that film processed and printed by VISUPCEN. Allow 7-10 working days for this service, following drop-off of film at VISUPCEN and completion of OPNAV Form 5290/1. VISUPCEN will provide one 3X5 view of each exposure. Commands requesting photographic support should contact VISUPCEN.

5720.11 Operation Decorama. Operation Decorama is the holiday lighting of Navy ships and shore facilities, which occurs nightly during the month of December. The general public is invited to visit NAVSTA Norfolk from 1800-2100 seven days a week during Operation Decorama. Visitors may report directly to Gate 2, NAVSTA Norfolk where they will be given a pass and a map of the designated tour route. Guests will proceed down the waterfront from Pier 12 to Pier 20 and will exit the base via Gate 5.

In conjunction with the lighting of the ships, Hampton Roads Transit conducts trolley tours of the base as well. Tours depart Waterside every thirty minutes from 1800-2030. The trolley tours transit through Ghent and Norfolk downtown areas on their way to view the lighted ships at the Naval Station.

5720.12 Holiday Rooms Program. Each holiday season for the past several years, the Norfolk and Virginia Beach Hotel/Motel Associations have made available free rooms for the families of military personnel who are stationed in the Hampton Roads area and who are not part of an established household. A small non-refundable deposit is required to reserve the room(s), with all proceeds being donated to the Navy-Marine Corps Relief Society. This is a program for the Christmas holiday season only.